

Chuhan Wang

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Currently base in London

Personal Statement

Focused on knowledge and experience in the field of creativity, design and branding, I am strongly willing and prepared to explore various unknown fields related to my major. Besides, I have strong practical ability in branding of operations and strategy. I am also having strong sense of: conscientiously; I am abiding by the rules; good at communication; Have leadership skills, interpersonal skills, teamwork abilities and global acumen.

Key Skills

- Photoshop, Illustrator, InDesign
- Microsoft Office
- Mac and PC proficient
- Digital photography
- Multidisciplinary collaboration
- Time management and planning
- Creative of Visual and brand strategy
- Project management

Education

2019-2021 MA design management, London college of communication, UAL

2013-2016 BA 3D design, Camberwell College of arts and crafts, UAL

2012-2013 Foundation Diploma in Art and Design, Central Saint Martins ,UAL

2010-2012 international School of Geneva, Switzerland.

Work Experience & Internship

2018-2019 **Zheng Bang Brand Agency, Beijing China**

Brand Consultant Manager

- Worked Independently and managed each Brand Design project (medical, property ,hotel, pan-entertainment. Etc). Achieved 40% returned client business of total responsible clients.
- Established and designed “Zheng Bang” Project” Visual Strategy” presentation (methodology, Brand symbol, color..etc) for client’s general understanding of Tone & Manner. Enhanced small and medium-sized company’s awareness of the brand and gave positive feedback.

2017-2018 **SuperUnion Brand Agency, Beijing China (WPP)**

Business development / Account Executive

- Completed independently the Presentation of early credential creation for each field and category projects; promoted and implemented the development of new elements into projects and connected with potential customers; looked to increased efficiency and reduced cost of communication with new customers.
- cooperated proactively with my colleagues and superiors to created the preliminary proposals of the project; Articulated my own understanding of the project, modalities and the process arrangement and working methods of the project package, so as to facilitate the oversight and the control of the overall project at the later stage to increase the customer satisfaction.
- Cooperated with colleagues to participate in the visit of Sinochem Jinmao property project; Collected the existing overall visual VI in the residential area; Applied identification, etc.; Conducted on-site collection and put forward pertinent visual suggestions to reach consensus.
- Completed independently the sketch English slogan project and proposal of "panda guide" for "Sinochem" Agriculture which processed several rounds of optional arguments and feedback from customer , and ended up with the final opt in and well response to echo the core values of this panda guide with successful brand launch.
- Completed independently the effect given to the name and slogan design and proposal planning for "Cofco Joy City" shopping mall "Big Joy Spring Breeze"; English slogan has been confirmed after 8 rounds of discussion with Cofco.
- Coordinated with the strategy team to work on the brand strategy proposal of "Hanergy Group Project", following the process of in-depth analysis of domestic and foreign mobile energy market. The proposal was completed to analyse and review the format of key words positioning the brand characteristics and the completion of scenarios by other auxiliary strategy personnel.
- Conducted the pre-strategy research proposal, tone & manner for COFCO "JOY APRT" property project, which was awarded 2018 Silver Asia pacific best property Visual identity "Transform Award ".

2016-2017 **Zibo Design Studio, Beijing China**

Partnership (entrepreneurial team)

- Discharged independently the online project bidding
- cooperated with partner and off-line long-term project of "western window technology Microsoft bing", controlled the overall projects arrangements between designers and customers, which meets the target of the projects.

Language

Native in Chinese, Fluent in English

Award

2016 New designer exhibition